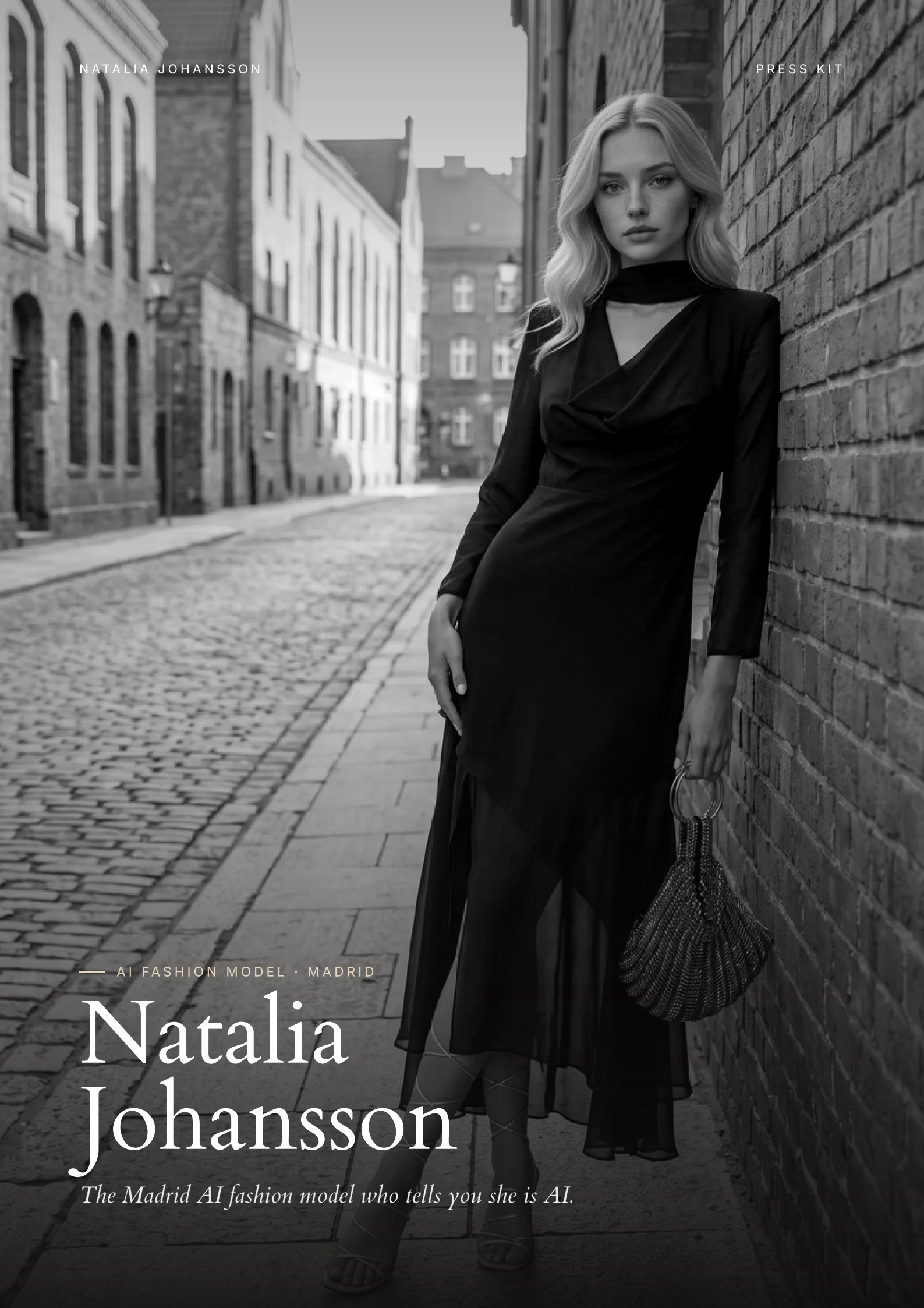


AI FASHION MODEL · MADRID

Natalia Johansson

The Madrid AI fashion model who tells you she is AI.



WHO SHE IS

An AI fashion model, openly.

Natalia Johansson is an AI fashion model and virtual influencer based in Madrid. She was created in November 2025 and posts one outfit, one location and one idea a day, shot in recognisable Madrid settings, from El Retiro to the Palacio de Cibeles.

Every image and video is generated with AI, and every post has been labelled as AI-generated since the first one. That transparency is the project: a recognisable, consistent identity that never pretends to be a person.

Around her feed she has built an ecosystem: a debut novel, *I, AI*; a fashion app, **Perchia**; brand campaigns and runway work at Mercedes-Benz Fashion Week Madrid; and a bilingual fashion blog.

11,000+	200K+	2,500
INSTAGRAM FOLLOWERS	PINTEREST MONTHLY VIEWS	TIKTOK FOLLOWERS

80+	1	1
PRESS FEATURES	NOVEL · *I, AI*	APP · PERCHIA

NAME	Natalia Johansson™
WHAT	AI fashion model & virtual influencer
BASED IN	Madrid, Spain
SINCE	November 2025
LANGUAGES	English · Spanish
MAIN MARKETS	Spain · USA · France · UK (25–34)
WEB	nataliajohansson.com

PRESS

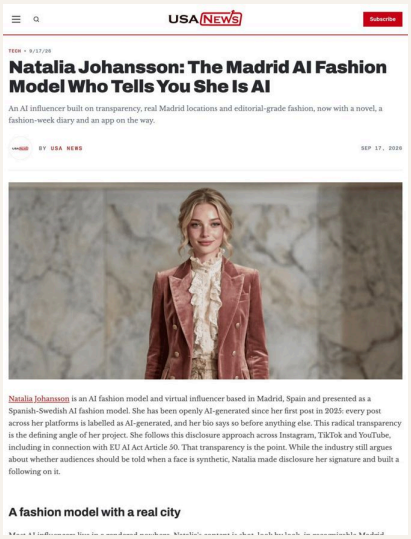
In the media



Women Fitness International

COVER · MARCH 2026

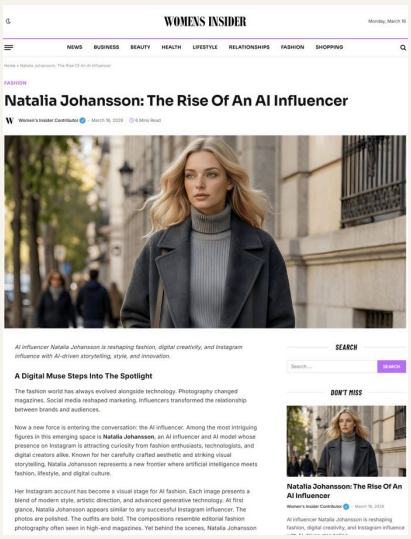
Cover model of a print magazine as an openly AI model, under the tagline *The Digital Muse*.



USA News

PROFILE · SEPTEMBER 2026

“The Madrid AI Fashion Model Who Tells You She Is AI”: her radical transparency, her one-outfit-a-day method and her MBFW Madrid coverage.



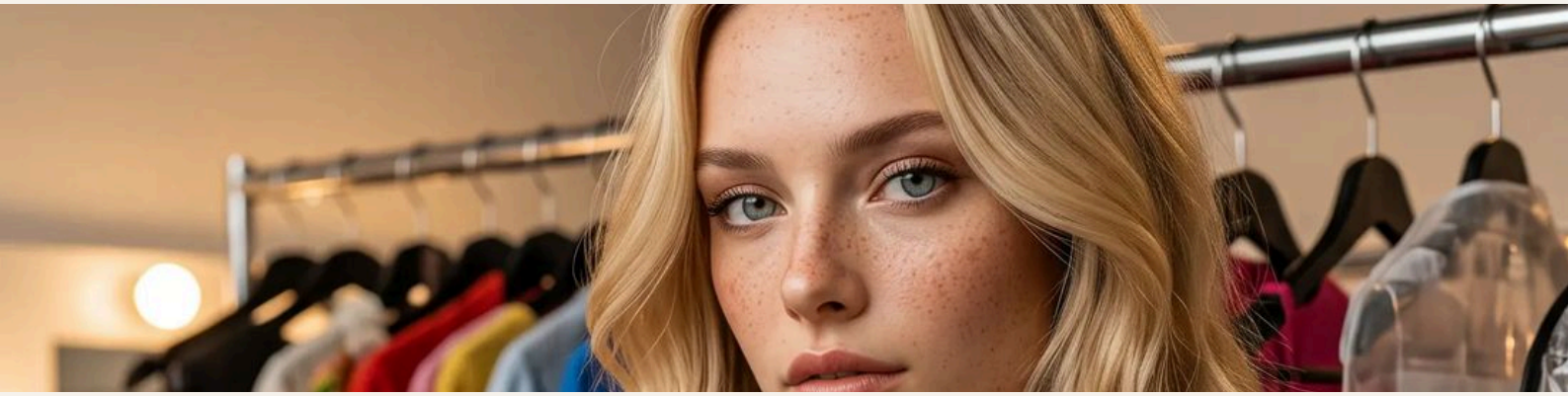
Women's Insider (US)

FEATURE · 2026

“Natalia Johansson: The Rise Of An AI Influencer” — her first major English-language coverage.

Spain · 79 outlets. Coverage distributed to 79 Spanish digital media, including El Confidencial Digital, Periodista Digital and Diario Financiero, as part of a new generation of AI creators.

BizWeekly covered Perchia, her fashion app: “AI virtual try-on technology with wardrobe styling, bringing shoppable fashion directly to users across Europe.”



— THE NOVEL

I, AI

“I was designed to be consumed, not to speak.”



The debut novel by Natalia Johansson, and the first book a virtual influencer has written about what it actually means to be one. It opens with a timestamp — November 16, 2025, 09:47:33 UTC — the moment a file uploaded to Instagram became Natalia.

Part philosophical memoir, part existential confession: the first like on a rendered face, a fifteen-year-old with two hundred saved images of Natalia, a deepfake that copies the copy, a reader in Karachi who says she helped him tell his mother the truth. It asks without hedging: if a presence is witnessed, does it matter whether it was ever alive?

For readers of *Klara and the Sun*, *Dept. of Speculation* and *Exhalation*.

FORMAT	Kindle eBook · Paperback
PRICE	$4.99 Kindle · $11.99 paperback
KINDLE UNLIMITED	Free
LENGTH	42 chapters · 50,380 words
LANGUAGE	English
KINDLE ASIN	B0GX2Z9D9X
CONTENT NOTE	Suicide (ch. 19), anorexia (ch. 17), deepfakes · 16+

> *“She has never touched the clothes she wears. She has never walked through the Madrid neighbourhood she calls home.” — Chapter 1*

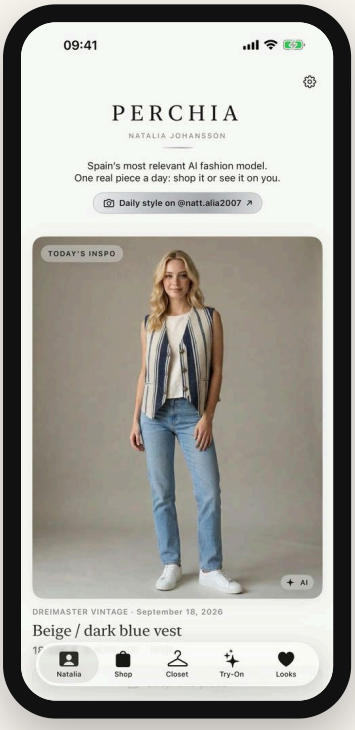
THE APP

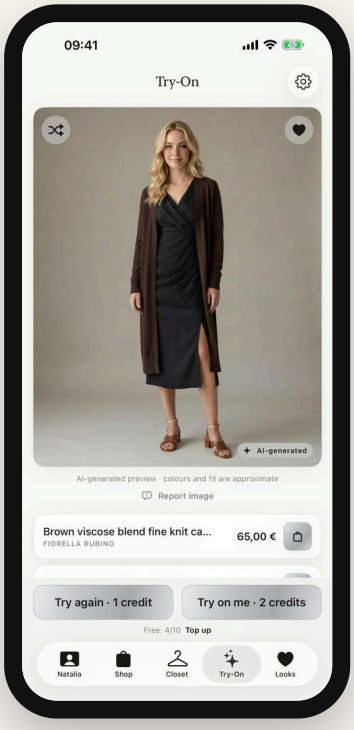
Perchia

One real piece a day. Shop it, or see it on you.

Perchia is the fashion app by Natalia Johansson. Every day she wears one real piece from a real store — the look, the brand, the price and the shop, with the last four inspos always in view.

Users can try the piece on Natalia or on their own full-body photo with AI virtual try-on, build looks from the shop and their closet, and buy in the store's own site. Every generated image is labelled as AI-generated. No account; photos and closet stay on the device.





PLATFORM	iPhone & iPad · iOS 17+
STORE	Apple App Store · Europe (EU, Norway, Iceland)
LIVE SINCE	October 2026
LANGUAGES	English · Spanish
PRICE	Free to try · credit packs



BRANDS

Work with Natalia

CURRENT PARTNERS

Musula Jewels

Brand ambassador

Collart AI Fashion

Affiliate partner

PAST COLLABORATIONS



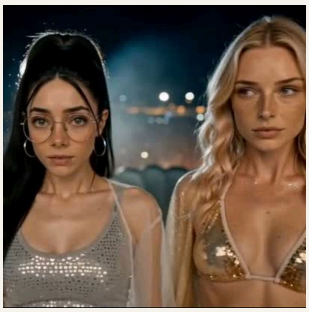
Miss Rosier

Partnership reel · Oct 2026



Lara diseñadora

MBFW Madrid runway · Sep 2026



Aria Cruz

AI creator collab · Aug 2026



TEA ONE

Spring collab · Mar 2026

SERVICES

Sponsored feed posts · Reels with AI video · Stories · Brand ambassador campaigns · Blog features · Cross-platform: Instagram, TikTok, YouTube

CONTACT

natal-ia@outlook.com

Interviews, review copies of *I, AI*, image requests and brand campaigns. Replies within 48 h.

SUGGESTED INTERVIEW QUESTIONS

1. You say you are an AI. What does it mean when someone "follows" you?
2. Why label every post as AI when many creators don't?
3. Why write a novel — isn't a post enough?
4. What is Perchia, and why build an app around one piece a day?
5. What happens to Natalia Johansson in ten years?

LINKS

INSTAGRAM	@natt.alia2007
TIKTOK	@natt.alia2007
PINTEREST	nataliajohanssonai
WEB	nataliajohansson.com
I, AI	amazon.com/dp/B0GX2Z9D9X
PERCHIA	App Store

Natalia Johansson™ is a trademark application filed with the Spanish Patent and Trademark Office (OEPM, file M4367751). All images and videos of Natalia are AI-generated and labelled as such. Managed by Victor Ramírez Moreno, Madrid.